



A Study on Cultivation and Marketing of Vegetables with Special Reference to Nilgris District

KEYWORDS

cultivation of vegetables, marketing of vegetables and vegetables.

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ABSTRACT Research is relevant at various stages in promoting the products produced in the agricultural field. It is commonly blinded that there are a number of criterions, which affect the sales of the products. The sample size of the study is 150 respondents; data were analyzed by percentage and chi square test under convenient sampling technique. These are discussed in subsequent with the following steps of the problems formulations of hypothesis, objective of the study. There are number of factors which affect the farmers, such as transporting the cost, and inference of middleman, storage, insurance etc., shall have various problems by farmers in agriculture marketing.

Introduction:

Agriculture is the back bone of our country though the world is advanced by the introduction of new technologies in various fields it is by the agricultural fields that most of the human beings are with clothing and house.

The essential needs of the mankind are supplied, of only by the agricultural products. The crops are produced with the help of suitable climate, soil, water facility, fertilizers, etc even ,new technologies for ploughing, tilling, trashing, reaping, sawing, watering and so on.

Some of the products like flowers and vegetables are sold in the daily markets, since they can't be stored for more than a day. A few crops such as turmeric, rice, pulses are made into cash in wholesale markets which can be stored for a long time.

Statement of Problem:

The information of research problems in the present study involves the following.

1. Delay

Adequate and timely credit is not given and there are undue delays in dispensation of Credit (A.P. Kerala, Madhya Pradesh, Tamilnadu, Tripura)

2. Scales of Finance

- The scale of finance fixed by District Level Technical Committees, especially the scale of finance adopted by DCCBs is inadequate as the farm labor has become costly. Moreover, it is not fixed as a range i.e. lower for farmers adopting traditional methods of cultivation and the upper for farmers who use modern methods of cultivation (Tamilnadu).
- Scales of finance does not meet the need of cost of cultivation and needs to be revised considering the specific situation in the islands (Andaman & Nicobar).

3. Documentation & Security norms

- Some of the farmers have expressed unhappiness about the security norms and documentation process. (A.P)
- Cumbersome & time consuming loan procedures and levying of stamp duty on loans for agriculture & allied activities is impeding farmers' access to bank credit. (Haryana)
- Small artisans/ self employed persons not being able to

access bank credit due to stringent collateral security norms. (Haryana)

4. Others - Credit related issues:

- Non availability of credit to tenant farmers oral lessees was reported.
- Frequent visits by farmers to get 'Land Records' from the Department of Revenue and also to get loans from banks (Haryana)
- High interest rates on loans especially on Agriculture Term Loan, service & business sector (Haryana)

Objectives of the Study:

- To determine the vegetable production preference of the growers.
- To identify the socio-economic characteristics or the selected vegetable growers.
- To study the present practice of marketing of vegetables.
- To study the problems relating to packaging, grading, storage and transportation of vegetables at the farm level.

Collection of data:

The questionnaire was drafted and a convenience sampling method was adopted. The questions were structured every respondent was given with separate questionnaire personally and generally the respondents took 15-20 minutes fed up the questionnaire .The degree of influence of respondents in the various factors over the problems faced by farmers with the attributes was also clearly explained and the data was collected.

Sampling techniques

(i) The location:

The survey was conducted in Nilgris District in Ooty, Coonoor and Gudalur taluk. It is considered Thalakundha is a major town in this place where the survey was been conducted.

(ii) Determination of sample size:

The size of sample was 150 it was decided arbitrarily. The largest group of the respondents is all about the cultivation process held, problems faced and solutions of the agricultural marketing. The limitations of the energy and research facilities compelled to limit the size to 150.

Framework and Tools used to Analysis:

Based on the data collected from the sample readers a mas-

ter table was prepared from which sub tables were prepared. The statistical techniques used includes:-

1. Percentage Analysis 2. Chi-square Analysis which are appropriated to study concerned for analysis of various data, Chi-square value is calculated using following formula:

$$\chi^2 = \frac{\sum(O - E)^2}{E}$$

Where, O = Observed Frequency
E = Expected Frequency

Degree of freedom = (c-1) × (r-1)

Where, c= column, r= Rows

The calculated value of Chi-square is compared with the table value of χ^2 at 5% level of significance.

Limitations of the study:

The present study has some limitations as under

- 1) The feeling of the respondent does not be in a constant one. So it is not a real result or real opinion.
- 2) For the time the place was restricted within Nilgris and sample size was just 75.
- 3) Since the study is confined to a particular region and therefore the conclusion is restricted to the conditions prevailing in that area only.
- 4) Any attempt at generalization is difficult and must be done with care although there are some limitations of this research, yet it has paramount significance to the advertisers as well as the society.

TABLE 1 ANALYSIS AND INTERPRETATIONS CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC

VARIABLES	CATEGORIES	PERCENTAGE
Qualification	Illiterate	19
	School Level	69
	College Level	11
	Others	01
Experience	Starter	07
	Three to Five	28
	Five to Ten	30
	Above Ten	35
Place of Cultivation	Rural	63
	Urban	17
Annual Income	Below One Lakh	55
	Above One Lakh	45
Sources of Finance	Own Funds	43
	Commercial Banks	10
	Friends & Relatives	24
	Co-Operative Bank	23

Source: Primary Data

INTERPRETATION

From The above Table shows that the majority of respondents qualification are school level (69% of respondents), the majority of respondents experience are above Ten yrs (35% of respondents), the majority of respondents place of cultivation is Rural (63% of respondents), the majority of respondents annual income below One lakh (55% of respondents) and finally the majority of respondents sources of finance Own funds only (43% respondents).

CHI-SQUARE ANALYSIS

In this study it was decided to use chi-square test which carried out at 5% level of significance to test statistical significance of the framed by hypothesis.

Chi-square value was obtained by the following formulas.

$$\chi^2 = \frac{\sum(O - E)^2}{E}$$

Where, O = Observed Frequency
E = Expected Frequency

Where,

$$E = \frac{RT \times CT}{N}$$

RT= Row Total

CT = Column Total

N= Total Number of Observation

TABLE 2 RELATIONSHIP BETWEEN RESPONDENTS EDUCATION LEVEL AND SATISFACTION LEVEL HYPOTHESIS:

There is an association between the Education level and level of satisfaction with the Cultivation of vegetables.

EDUCATION LEVEL	OPINION		
	HIGH	LOW	TOTAL
ILLITERATE	21	7	28
SCHOOL LEVEL	69	35	104
COLLEGE LEVEL	9	7	16
OTHERS	1	1	2
TOTAL	100	50	150

CHI-SQUARE TEST:

Level of Significance =5%

Degree of Freedom =3

Calculated χ^2 value =1.81

Table value =7.815

Source: Interview Schedule

INTERPRETATION:

It is found from the above table (3.1) indicate that the calculated value (1.81) is less than the table value (7.815). Therefore, framed null hypothesis is accepted. Hence, there is no association between the Education level and level of satisfaction with the Cultivation of vegetables.

TABLE 3 RELATIONSHIP BETWEEN RESPONDENTS EXPERIENCE LEVEL AND SATISFACTION LEVEL HYPOTHESIS:

There is an association between the experience and level of satisfaction with the Cultivation of vegetables.

EXPERIENCE	OPINION		
	HIGH	LOW	TOTAL
STARTER	8	2	10
3-5 YEARS	28	14	42
5-10 YEARS	39	7	46
ABOVE 10 YEARS	35	17	52
TOTAL	100	50	150

CHI-SQUARE TEST:

Level of Significance =5%
 Degree of Freedom =3
 Calculated χ^2 value =5.25
 Table value =7.815
 Source: Interview Schedule

INTERPRETATION:

It is found from the above table (3.3) indicate that the calculated value (5.25) is less than the table value (7.815). Therefore, framed null hypothesis is accepted. Hence, there is no association between the Experience Level and level of satisfaction with the Cultivation of vegetables.

**TABLE 4
 RELATIONSHIP BETWEEN RESPONDENTS ANNUAL INCOME AND SATISFACTION LEVEL
 HYPOTHESIS:**

There is an relationship between the annual income and level of satisfaction with the Cultivation of vegetables.

ANNUAL INCOME	OPINION		
	HIGH	LOW	TOTAL
BELOW 100000	75	7	82
ABOVE 100000	53	15	68
TOTAL	128	22	150

CHI-SQUARE TEST:

Level of Significance =5%
 Degree of Freedom =1
 Calculated χ^2 value =5.36
 Table value =3.841
 Source: Interview Schedule

INTERPRETATION:

It is found from the above table (3.5) indicates that the calculated value (5.36) is greater than the table value (3.841). Therefore, framed null hypothesis is rejected. Hence, there is association between the Place of Annual Income and level of satisfaction with the Cultivation of vegetables.

FINDINGS

- The majority of the respondents are of School level they maintain the basic knowledge of cultivation and their marketing.
- The majority of the respondents are having Experience more than 10 years and hence the farmers are well known with their methods of cultivation.
- The majority of respondents are from Rural area because major cultivation process is carried out among rural areas.
- The majorities of respondents are earn more than 100000 as their annual income hence most of the farmers produces and earns more than the average level.
- There is an association between the Education level and level of satisfaction.
- There is an relationship between the experience and level of satisfaction.
- There is no relationship between the annual income and level of satisfaction.

SUGGESTIONS TO FARMERS

From the study it is suggested that standardization and grading have special importance in the agriculture marketing as the varieties are more thus the varieties are more grading has become an important task in marketing process.

- Reduction in labour, time (less drudgery), fuel and costs
- On mechanised farms:
 - smaller tractors possible (up to 40% smaller)
 - longer lifetime and less maintenance of tractors (life x2 or x3)
 - less power and fewer passes
 - Hence reduced fuel consumption (up to 50%)
- Better traffic ability in the field – from controlled traffic
- Earlier sowing (soil preparation eliminated)
- Increased yields with decreased inputs
- More stable yields, particularly in dry years
- Improved infiltration and crop water use efficiencies
 - From: better soil structure, biodiversity & OM levels
- Increased profit, at times from the beginning, after a few years.
- More constant water flows in the rivers, re-activation of wells
- Cleaner water due to less erosion
- Less fuel use in agriculture

CONCLUSION

we have very few examples at present, but if we really believe in this approach, we need fewer roadblocks and a clearer roadmap than we have had so far to reach that goal. And for all approaches to crop improvement, we clearly need more efforts that promote meaningful dialogs between bench and field scientists, better systems of reward within academia for such collaborative efforts and, perhaps most critical of all, substantial new sources of funding for serious projects that aim to apply the exciting innovations in plant science to problems faced by poor farmers throughout the world.

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